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TO BUY OR NOT TO BUY? EXAMING USER PURCHASE INTENTION FOR THE GAME OF “GLORY OF KINGS” USING THE TAM-VAM MODEL

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ABSTRACT

With the continuous development of the Internet in the world, the number of Internet users in the world is also growing. Online games have become one of the most popular ways for people to enjoy themselves and spend their spare time. The online game market presents a broad development prospect. King glory is the representative product of domestic games, so this paper takes King glory as an example to study the factors that affect the purchase intention of King glory users. According to the variables in TAM theoretical model and VAM theoretical model, combined with satisfaction, this paper puts forward the relevant hypotheses that users' purchase intention, and uses the questionnaire survey method to investigate the factors that affect the purchase intention of King glory users. Through the research, it is found that. King glory users' perceived ease of use and perceived entertainment have a significant positive impact on perceived usefulness. King glory users' perceived usefulness, perceived ease of use, perceived entertainment, Perceived cost, and perceived risk have a significant positive impact on satisfaction. Perceived entertainment, Perceived cost, perceived risk, and satisfaction have a significant positive impact on purchase intention to improve the purchase intention of game users, it is necessary to improve user satisfaction, reduce the perceived cost, reduce the perceived risk and improve the perceived entertainment. Perceived entertainment, Perceived cost, perceived risk, and satisfaction significantly positively affect purchase intention.

Keyword: Glory of Kings, TAM Model, VAM Model, Purchase Intention

INTRODUCTION

In the global game market, the scale of game users is increasing year by year. And the increasing scale of players means that the number of people in the game is increasing, and the development prospect of the game market is broad. At the same time, although the global economy is sluggish, the income of games in the global market is rising. According to new zoo data, the global game market size in 2019 is about the US \$152.1 billion, with a compound growth rate of 13.4% from 2015 to 2019. It is expected that the global game market size will further increase to the US \$196 billion in 2020. At the same time, in the global game market, the growth rate of the number of players is increasing year by year, and the number of players is increasing. The increasing number of people means that the revenue of the game market will also increase year by year. At the same time, the game is officially listed as a profession. From the perspective of the global game market, players' consumption intention is worthy of attention.

From the consumer level, the number of Internet users in the Chinese mainland market has been increasing after several years of continuous development. As of June 2020, the number of

Internet users in China is 940 million. Compared with March 2020, the number of new Internet users is 36.25 million, and the Internet penetration rate is 67.0%. As of June 2020, the number of online game users in China is 540 million, accounting for 57.4% of the total number of Internet users. The number of mobile online game users is 536 million, accounting for 57.5% of the total number of mobile Internet users. The huge number of users provides opportunities for the development of the game market. Because of the continuous development of the game market, we need to know more about the influencing factors of online game players' purchase intention. The research takes the king glory game player as the object to carry out the research and design. According to the factors that affect the purchase of players, we can combine the technology acceptance model and value acceptance model to study the theoretical basis of players' purchase intention, to promote the game more in line with the needs of consumers and promote the development of the game industry.

Through literature research, previous studies mostly used the TAM model (Sarder fakhrul Abedin, 2018), DEA model Yao Chen, et al., (2006), VAM model Vincent (2007), TPB model Ahmed Ibrahim Alzahrani (2017), TTF model Tao Zhou (2012) researched in the field of games. There is a lack of research on the integration of TAM and other models. Based on TAM, this study combined with the VAM model to investigate the influencing factors of user satisfaction and purchase intention, to improve the prediction and analysis of user acceptance, and provide more in-depth theoretical framework guidance for market development.

Literature and Research Hypothesis

TAM (technology acceptance theory) is based on the continuous development of planned behavior theory and rational behavior theory. Davis, an American scholar, drew on the research results of expectation theory and self-efficacy theory, and put forward the technology acceptance model (TAM) in his doctoral dissertation in 1986. The model is mainly used to predict the acceptance, use, or rejection of information technology.

Singapore scholar Kim, et al., (2007) based on the theory of perceived value and technology acceptance model, proposed the user-perceived Value Acceptance Model (VAM), which added two variables of perceived benefit and perceived pay on the original basis. Perceived benefit refers to consumers' perception of future benefits, including useful perception and entertainment perception, and perceived pay refers to consumers' cost in the future it includes perception cost and technical characteristics.

Research on the Relationship between Perceived Ease of Use and Perceived Usefulness

Perceived usefulness and perceived ease of use are two key variables of technology acceptance. Perceived usefulness is an important influence on users' acceptance of new information technology. Venkatesh (2008) defined perceived usefulness as consumers' subjective perception of something, which determines consumers' final behavior. Perceived ease of use is defined by Davis in the model of technology acceptance theory as the user's perceived ease of use of an information system (Davis, 1989), which is a very important core factor affecting the user's intention to accept information technology. If a game player thinks that a kind of game props can help him improve the game experience, the stronger the effect is, the higher the perceived value of the game props is, and it is more conducive to the improvement of his behavior intention. In this study, the definition of perceived usefulness is whether to strengthen the hero's ability and reduce the difficulty of the game after using props. In this study, perceived ease of use refers to the practicability of the king's glory props to users, whether the props are easy to use, and whether they can help the king's glory players reduce the difficulty of the game. Davis (1989) studied the relationship between perceived

usefulness and perceived ease of use through the study of users' computer acceptance. Perceived ease of use has an impact on perceived usefulness. Hanan Yakubu, et al., (2021) in the research on the influencing factors of the government's micro blog use behavior confirmed that perceived ease of use has a positive impact on perceived usefulness. Therefore, when the king's glory users are in the game when the use of virtual props can help the game players reduce the difficulty of the game, they will perceive the practical value of the king's glory virtual props:

H1: Perceived ease of use has a positive impact on perceived usefulness

The Relationship between Perceived Entertainment and Perceived Usefulness

According to Bamcot (1991), entertainment can be defined as: individuals have entertainment tendency, the internal tendency will affect this motivation so that they can actively obtain goals, supervisors enhance the purpose of the behavior, so that they are not affected by external motivation or unlimited-entertainment oriented process. Jin & Matthew (2010) and others proposed that perceived entertainment is an important factor affecting perceived usefulness, and perceived entertainment has a positive impact on the continuous use of virtual props. Moon & Kim (2001) pointed out that perceived ease of use will affect perceived usefulness and perceived entertainment. Chih Wei (2020) pointed out that perceived entertainment has a positive and significant impact on perceived ease of use. Based on the research experience of previous scholars, we can see that entertainment has become one of the important influencing factors of users' perceived usefulness. The stronger the entertainment is, the stronger people's perceived usefulness is. Therefore, when the king of glory users in the game, the use of virtual props, let the game players have entertainment experience, can make the king of glory players feel the use-value of virtual props. In conclusion, the following assumptions are put forward:

H2: Perceived entertainment has a positive impact on perceived usefulness

The Relationship between Perceived Usefulness and Satisfaction

In TAM theory, Chen & Wu (2017) pointed out that users' perception of software function will affect their satisfaction with the software that is, perceived usefulness will affect whether they are satisfied with the payment software. In the study of the relationship between satisfaction and loyalty of mobile banking, Mohammed, et al., (2018) confirmed that satisfaction is affected by perceived usefulness. Therefore, when King Glory users are in the game, the use of virtual props can make game players feel practical value in the game, it will make king glory players experience the satisfaction brought by the game. And the effect is positive. Based on the above viewpoints, the hypothesis is put forward:

H3: Perceived usefulness has a positive impact on user satisfaction.

The Relationship between Perceived Ease of Use and Satisfaction

Jin & Matthew (2010) and others proposed that perceived entertainment is an important factor affecting users' willingness to continue using, and perceived entertainment has a positive impact on game players' satisfaction with the use of virtual props. Thong, et al., (2006) in the study of perceived ease of use on satisfaction of mobile Internet users, confirmed that perceived usefulness will have an impact on satisfaction, and this impact is positive. Assaker (2020) pointed out that perceived ease of use has a positive impact on user satisfaction in the study of model-based

user satisfaction of mobile government service platform and its influencing factors. Therefore, when the king glory users in the game, virtual props can make the game players feel simple and convenient, will make the king glory players experience the satisfaction brought by the game. Based on the above inference, this study believes that game players will also have satisfaction when they feel the convenience of using virtual props, and the influence is positive:

H4: User perceived ease of use has a positive impact on satisfaction

The Relationship between Perceived Entertainment and Satisfaction

Wang & Wang (2010) used VAM theory in the research of mobile commerce, and the results show that entertainment use has a significant impact on user satisfaction. Moon & Kim (2001) found that perceived interest has a positive impact on satisfaction, while perceived entertainment includes perceived interest, so it can be considered that perceived entertainment has a positive impact on satisfaction. Marie, et al., (2020) has confirmed that entertainment perception will have an impact on satisfaction in the study of sustainable use intention of corporate social networks. Therefore, when the king of glory users in the game, virtual props can make the game players feel happy in the process of the game, can make the king of glory users experience the satisfaction of the game. Based on the above inference, we believe that game players can also lead to user satisfaction when they feel that virtual props can bring them entertainment, and the impact is positive. Make the following assumptions:

H5: Perceived entertainment has a positive impact on user satisfaction

The Relationship between Perceived Cost and Satisfaction

In today's technology diversification, the impact of customer satisfaction factors, price occupies a large part of the factors. Muskat, et al., (2019) investigated the variables such as perceived quality, authenticity, and price from tourists' dining experience, and found that Perceived cost would affect tourists' satisfaction and purchase behavior in the test of competition model. Therefore, when the king of glory users in the game, the price of virtual props can be accepted by users and recognized its Perceived cost, can make the king of glory users experience the satisfaction of the game. To sum up, when game players feel that the price of virtual props meets their expectations, it will also lead to user satisfaction:

H6: Perceived cost has a positive impact on user satisfaction

The Relationship between Perceived Risk and Satisfaction

Cunningham (2010) continues to improve the definition of perceived risk based on previous studies and has been unanimously recognized by the academic community. He believes that perceived risk can be triggered at any time if people's behavior fails to achieve the expected purpose. Ben, et al., (2021) found that perceived risk has a significant impact on user satisfaction when he studied the intention of continuous use of the Internet of things. To sum up, in the process of feeling the risk of purchasing virtual props, game players will feel that virtual props have a certain value, which can make game players feel satisfaction. Therefore, when King glory is used in the process of purchasing virtual props, once there are corresponding risks, it can make consumers feel the actual value of virtual props, which can make the user feel happy Yao users experience the satisfaction brought by the game. Therefore, this study believes that perceived risk has a positive impact on satisfaction. The following hypotheses are proposed:

H7: Perceived risk has a positive impact on user satisfaction

The Relationship between Perceived Entertainment and Purchase Intention

In the study of purchase intention, Chen & Wu (2017) took We chat as an example to study users' purchase intention from the perspective of perceived value. The study found that entertainment demand, as a part of users' perceived value, will positively affect their purchase intention. Devia, et al., (2021) pointed out that the purchase intention of food consumers is affected by perceived entertainment. When the king's glory is used in the process of using virtual props, it can make users experience satisfaction and cause the desire to buy when they feel that virtual props bring happiness to users. From a comprehensive point of view, this study believes that game players' perception of entertainment in virtual props will generate purchase intention:

H8: Perceived entertainment has a positive impact on users' purchase intention

The Relationship between Perceived Cost and Purchase Intention

Devia (2021) investigated the consumption behavior and influencing factors of hospitals in Malaysia, and proved that Perceived cost can affect consumers' consumption attitude, that is, purchasing behavior. Suhaily & Darmoyo (2017) took Japanese electronic products as an example and found that price can positively affect customers' purchase intention. When the king's glory is used in the process of using virtual props, when he feels that the price of virtual props is lower than his expectations, it can make the user experience satisfaction, and also cause the desire to buy. To sum up, according to previous scholars' research and the characteristics of King Glory itself, when game players feel that virtual props have a certain value, they will have the corresponding purchase intention:

H9: Perceived cost has a positive impact on users' purchase intention

Research on the Relationship between Perceived Risk and Users' Purchase Intention

Perceived risk was first proposed by Professor Bauer of Harvard University. According to Shimp & Bearden (1982), consumers' purchase intention is affected by perceived risk. Seehuus, et al., (2021) pointed out that perceived risk has a certain impact on purchase intention. According to the actual situation of King glory software, when King glory is used in the process of using virtual props when the value of virtual props exceeds their expectations, consumers will have the corresponding purchase and use risk. When the perceived value of consumers is greater than the perceived risk, consumers can arouse the desire to buy. We believe that when the game players perceive the risk of the game in the process of playing the game, the game players think that the virtual props have a certain value and will have the purchase intention. They make the following assumptions:

H10: Perceived risk has a positive impact on users' purchase intention

The Relationship between Customer Satisfaction and Purchase Intention

In the previous studies, there are many studies on the impact of satisfaction on the intention of continuous use. Kim & Kwahk (2010) conducted in-depth research on 207 mobile data users. The research results show that user satisfaction, promotion factors, and performance expectations are the key factors to promote users' continuous use of mobile data services. Oliver & Swan (1989)

pointed out that satisfaction positively affects consumers' purchase intention. Hanan Yakubu (2021) studies the relationship between user satisfaction and purchase intention and proves that user satisfaction has a significant positive impact on user purchase intention. When King glory is used in the process of using virtual props, perceived value, perceived ease of use, perceived entertainment, and soon will cause consumer satisfaction. When King glory users' satisfaction is high, it can cause the desire to buy. Therefore, this study puts forward the following hypothesis: user satisfaction of King glory has an important impact on users' willingness to buy virtual props:

H11: Satisfaction has a positive impact on users' purchase intention.

The Design of the Model is as Follows

Based on TAM and VAM, this paper analyzes the influence of TAM and VAM in the influencing factors of King glory players' purchase intention by studying the literature on the influencing factors of King glory players' purchase intention. Combined with the previous scholars' research theory on purchase intention and the related characteristics of King glory software, this paper constructs a theoretical model of influencing King glory users' purchase intention. The purpose of this paper is to explore the relationship between the purchase intention of King glory and the factors in the TAM and VAM theoretical model. Finally, the model is shown in Figure 1:

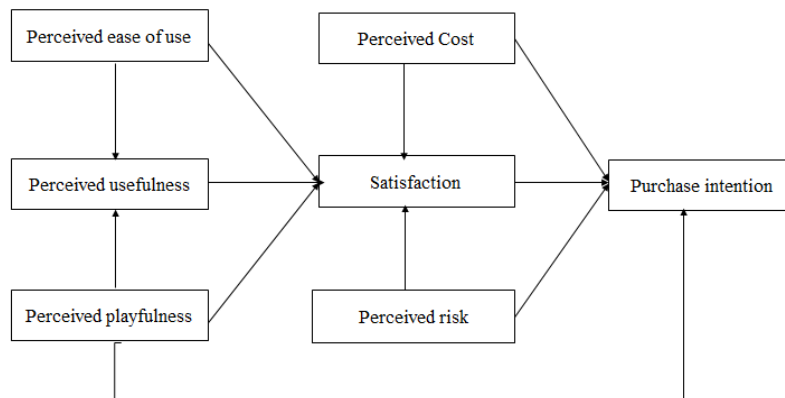


FIGURE 1
RESEARCH MODEL DATA ANALYSIS AND HYPOTHESIS TESTING

Sample and Data Collection

Through the investigation of different groups of people, this research makes the sample more representatives of the research results. To make the results more representatives, the questionnaire was distributed by the combination of on-site distribution and online distribution. In the process of questionnaire collection, by looking for users who play king glory, we send questionnaires to them and ask them to send them to their relatives and friends in the same way, to achieve the purpose of questionnaire collection.

In this study, a total of 550 questionnaires were sent out, and some unqualified questionnaires such as short response time, obvious logic errors, and non-compliance with common sense were excluded. Finally, 530 valid questionnaires were selected, and the effective rate was 96.3%.

Sample Descriptive Statistics

Statistical items	Category	Frequency	Percentage (%)
Gender	Male	259	45.3
	Female	271	51.1
Age	Under 18	38	7.2
	18-25 years old	433	81.7
	26-30 years old	45	8.5
	31-40 years old	14	2.7
Monthly disposable expenses	Less than 3000 yuan	270	50.9
	3001-5000 yuan	190	35.8
	5001-10000 yuan	55	10.4
	10000 yuan and above	15	2.8
Current occupation	full-time student	305	57.5
	salesman	112	21.1
	Marketing/PR staff	21	3.9
	human resources	29	5.4
	management	37	6.9
	teacher	6	1.1
	other	20	3.7
Total		434	100

Reliability Analysis

To ensure the validity of the study, the reliability and validity of the questionnaire were analyzed.

In this study, spss19.0 was used for reliability analysis. The results show that the reliability of perceived usefulness is 0.904, the reliability of perceived ease of use is 0.911, the reliability of perceived entertainment is 0.917, the reliability of Perceived cost is 0.907, the reliability of perceived risk is 0.931, the reliability of satisfaction is 0.918, and the reliability of purchase intention is 0.924. Therefore, it can be seen that the reliability of the analysis results is greater than 0.9, exceeding the critical value of 0.7, which can be concluded that the reliability of the questionnaire is high, and has good stability, through the reliability test. The results are shown in Table 2

Variable	Number of items	Cronbach α
Perceived usefulness	4	0.959
Perceived ease of use	4	0.962
Perceived playfulness	4	0.969
Perceived Cost	4	0.955
Perceived risk	6	0.964
Satisfaction	4	0.969
Purchase intention	4	0.963

Validity Analysis

In the validity analysis results, KMO value is 0.980, greater than 0.7 standard, Bartlett spherical test statistics is less than 0.001, suitable for factor analysis. Spss19.0 was used for factor analysis. After 25 rotations of the component matrix, the rotated factor load and explained variance were as follows. The matrix had 7 common factors.

Among them, factor 1 corresponds to perceived risk with an Eigen value of 6.708 and a variance contribution rate of 21.640%; factor 2 corresponds to perceived entertainment with an Eigen value of 6.394 and a variance contribution rate of 42.267%; factor 3 corresponds to Perceived cost with an Eigen value of 4.301 and a variance contribution rate of 56.142%; factor 4 corresponds to perceived usefulness with an Eigen value of 3.467 and a variance contribution rate of 56.142% 324%; factor 5 corresponds to perceived ease of use, with an Eigen value of 3.303 and a variance contribution rate of 77.979%; factor 6 corresponds to purchase intention, with an Eigen value of 2.578 and a variance contribution rate of 86.294%; factor 7 corresponds to satisfaction, with an Eigen value of 1.925 and a variance contribution rate of 89.277%.

According to the results of the above questionnaire analysis, the variable design of the research questionnaire has good reliability and validity, which can be further investigated.

Regression Analysis

In this study, perceived usefulness, perceived ease of use, perceived entertainment, Perceived cost, perceived risk, satisfaction as independent variables, perceived usefulness, satisfaction, purchase intention as dependent variables to carry out regression analysis. The analysis results are shown in Table 3

Variable	Perceived usefulness				Satisfaction					Purchase intention				
	Model 1	Model 2	Model 3	Model 4	Model 5	Model 6	Model 7	Model 8	Model 9	Model 10	Model 11	Model 12	Model 13	Model 14
Gender	0.168	0.230*	0.226*	-0.173	-0.16	-0.121	-0.123	-0.054	-0.035	0.137	0.132	0.16	0.173*	-0.161*
Age	0.025	0.035	0.054	0.129	0.131	0.137	0.161	0.192	0.206	0.113	0.125	0.143	0.155	0.169
income	0.1	0.104	0.115	0.228* *	0.236	0.239	0.253	0.295	0.293	0.028	0.034	0.059	0.055	0.076
occupation	0.012	0.012	0.013	0.011	0.012	0.012	0.013	0.013	0.013	-0.007	-0.007	-0.007	-0.008	-0.007
Perceived usefulness					0.077*	0.090*	0.101*	0.140*	0.148*					
Perceived ease of use		0.159* *	0.169* **			0.095*	0.109*	0.167*	0.180*					
Perceived Entertainment			0.094*				0.113* *	0.146* *	0.152* *		0.062* *	0.079* *	0.083* *	0.092* **
Perceived cost								0.205*	0.217*			0.144*	0.152*	0.163*
Perceived risk									0.068*				0.073*	0.076*
Satisfaction														0.080* **
R ²	0.088	0.108	0.116	0.11	0.115	0.122	0.134	0.164	0.168	0.065	0.069	0.085	0.09	0.096
Adjustment R ²	0.081	0.1	0.106	0.103	0.107	0.112	0.122	0.151	0.152	0.058	0.06	0.075	0.078	0.082
F	12.724 **	12.734 **	11.488 *	16.239 *	13.678 *	12.154 *	11.536 **	12.783 **	11.692 *	9.164 *	7.742* *	8.131* *	7.407* *	6.912* *

Model 2 and model 3 take perceived ease of use and perceived entertainment as independent variables and perceived usefulness as dependent variables. The regression results are shown in table 2-1. Perceived ease of use ($\beta=0.159$, $P<0.000$) and perceived Entertainment ($\beta=0.094$, $P<0.000$) have significant positive effects on perceived usefulness, and H1 and H2 are valid.

Model 5, model 6, model 7, model 8 and model 9 take perceived usefulness, perceived ease of use, perceived entertainment, Perceived cost and perceived risk as independent variables, and user satisfaction as dependent variable. The regression results are shown in table 2-1: perceived usefulness ($\beta=0.077$, $P<0.000$), perceived ease of use ($\beta=0.095$, $P<0.000$), perceived Entertainment ($\beta=0.113$, $P<0.000$) and Perceived cost ($\beta=0.205$, $P<0.000$), perceived risk ($\beta=0.068$, $P<0.000$). Perceived usefulness, perceived ease of use, perceived entertainment, Perceived cost and perceived risk have a significant positive impact on customer satisfaction. H3, H4, H5, H6 and H7 are valid.

Model 11, model 12, model 13 and model 14 take perceived entertainment, Perceived cost, perceived risk and user satisfaction as independent variables and user purchase intention as dependent variables. The regression results are as follows: perceived Entertainment ($\beta=0.062$, $P<0.000$), Perceived cost ($\beta=0.144$, $P<0.000$), perceived risk ($\beta=0.073$, $P<0.000$) and user satisfaction ($\beta=0.080$, $P<0.000$). Perceived entertainment, Perceived cost, perceived risk and user satisfaction have significant positive effects on purchase intention, H8, H9, H10 and H11 are valid.

RESEARCH CONCLUSION

Based on the theory of TAM and VAM, this paper puts forward the influencing factors of the purchase intention of the king's glory. Through the investigation and analysis, this paper finds out the relevant literature theory, and finds out the variables in TAM and VAM that affect the purchase intention of King glory; discusses the relationship between these variables and the purchase intention of King glory users.

King Glory Users' Perceived Ease of Use and Perceived Entertainment have a Significant Positive Impact on Perceived Usefulness

According to model 2, we can see that perceived ease of use has a significant impact on the perceived usefulness of players in the study of purchase intention of King glory virtual props. Chen (2016) mentioned in the research results that subjective norms, perceived risk, trust, perceived usefulness, and perceived ease of use are all influencing factors for players to buy. Perceived usefulness and perceived ease of use in the original model have been proved to be the core factors that directly affect attitude and behavior. There is a positive correlation between perceived ease of use and perceived usefulness. It can be seen from model 3 that in the study of the purchase intention of the king's glory virtual props, perceived entertainment has a very significant impact on the perceived usefulness of players. Wang (2016) put forward in the process of consumer behavior research that consumer experience is very important. The feeling and cognition of experience service affect the choice of new and old consumers. The experience effect of consumers under experience marketing is positively related to the attitude and behavior reaction after the experience. Pine & Gilmore (1998) think that consumption experience is important, including entertainment experience. Wu (2019) mentioned that in TAM, perceived ease of use and perceived usefulness are stimulated by external factors, which affect the user's use attitude, and use attitude has an impact on the user's final use behavior through the mediation of use intention.

The Perceived Usefulness, Perceived Ease of Use, Perceived Entertainment, Perceived Cost, and Perceived Risk have a Significant Positive Impact on Customer Satisfaction

According to model 5, it shows that King glory users have a strong concern about the perceived usefulness of virtual props. The enhanced usefulness makes king glory users enhance the experience of the game in the process of the game, reduce the difficulty of the game, and improve the satisfaction of King glory users to the game. In the study of perceived usefulness and consumption intention, Jeaheng, et al., (2020) found that the promotion effect of perceived usefulness on consumption intention has been verified in many empirical studies. Perceived usefulness has a positive predictive effect on online game consumption intention. In model 6, perceived ease of use is to reduce the difficulty of the game, which shows that players hope to reduce the difficulty of the game and increase the hero's ability through props. Through model 8, it can be concluded that the regression coefficients of Perceived cost and perceived risk are 0.205 and 0.146, which are relatively low. It shows that with the continuous development of King glory, King glory players are more familiar with King glory, and the brand strength is strong, so they trust the software more. Wood (2016) thinks that consumers' purchase intention is a function of perceived gain, perceived gain and loss, perceived cost, and perceived risk; Lin, et al., (2007) further confirms this conclusion. In the context of online consumption, perceived risk is a negative influencing factor of consumption intention.

Perceived Entertainment, Perceived Cost, Perceived Risk, and Satisfaction have Significant Positive Effects on Purchase Intention

The regression coefficients of perceived entertainment, Perceived cost, satisfaction, and purchase intention was 0.062, 0.144, and 0.080 respectively. It shows that King glory players pay more attention to Perceived cost and satisfaction, and the price is easier to attract customers in a reasonable range. The Perceived cost and perceived risk of King glory have a significant positive impact on purchase intention. Li & Li, (2020) found that there is a significant correlation between perceived quality, perceived service, perceived cost, perceived risk, perceived value, and consumption intention of the game, and there is a significant correlation between perceived quality, perceived service, and perceived value of the game, and there is a significant correlation between them and consumption intention, and the correlation coefficient is positive. The results show that the perceived quality, perceived service, and perceived value have a significant positive impact on consumption intention. There is a significant correlation between perceived cost and perceived risk, and there is a significant correlation between them and consumption intention, and the correlation coefficient is negative. It can be preliminarily considered that perceived cost and perceived risk have a significant negative impact on consumption intention.

DISCUSSION AND SUGGESTIONS

The research mainly takes the king glory user as a case study. This paper studies the factors that affect the purchase of virtual props of King glory users, so as to put forward suggestions on the promotion and optimization of virtual props of King glory. The research has the following two aspects of practical significance: first, it provides ideas based on TAM and VAM theory for the development and promotion of the king's glory virtual props, which is helpful to the optimization and promotion of the king's glory virtual props. Second, it is conducive to the game industry in the virtual props research and development and promotion to provide new ideas, for other related game virtual props design to provide a reference, is conducive to the game enterprise in the virtual props research and development and promotion of faster development, and then promote the development of the game industry.

From the research results, it can be seen that the purchase intention of King glory players is directly affected by the perception of entertainment, perceived risk, Perceived cost, and satisfaction. Therefore, to improve the user's purchase intention, it is necessary to improve the player's satisfaction, Perceived cost, Perceived cost and reduce perceived risk, so as to improve the player's satisfaction. Based on this study, the following suggestions are put forward.

Improve the Performance of props, Enhance the Perception of Ease of Use

Enhance the ability of props. Through the purchase of virtual props, users can use virtual props to defeat each other in Glory of Kings, so as to improve the perceived usefulness of players. Increase the beauty of props, and then improve the perceived usefulness of players. Solve the problems of game jams and delays. Through the optimization of the system, the fluency of the system can be increased, so as to reduce the time of matching heroes in the game, reduce the waiting time of players, and enhance the ease of use of the game. Make the game easier to play.

Improve Perceived Entertainment and Reduce the Perceived Cost

By optimizing the scene in the game. Different hero skins can be designed in different scenes so that players can get the ultimate experience through different heroes and skins in each scene. Update equipment in real-time. So as to reduce the boring use of King glory props, enhance the fun of King glory itself, strengthen the chat function; through the design of traffic saving mode to reduce the flow of users in the use process. Set up a simple version of the game plate, reduce the king of glory network advertising frequency, the development of stand-alone games, and other ways to reduce user traffic. Login gifts and other ways to reduce the perceived cost of players.

Reduce Perceived Risk, Increase Word-of-Mouth Publicity and Improve Satisfaction

Optimize software security performance. Reduce the risk of losing the user's props when the player returns the card. Strengthen the protection of user privacy. Strengthen the management of user information. Show the real performance of the props. On the official website, the performance of props should be truly displayed, and the real price of props should be displayed on the official website. Through Tik Tok, blog, and other platforms to expand the reputation of King glory virtual props, let more users feel the value of virtual props. And the on-site experience of creating the game can attract more people to visit and understand the performance of different props. Production of offline pop point of sale advertising promotional films, posters. Make players have a more specific impression of props, so as to improve the satisfaction of players.

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